

**What is claimed is:**

1. A method, comprising:  
producing a video and a print piece including one or more offers from a plurality of partners, the one or more offers based on a prospective event common to a plurality of target consumers; and  
distributing the video and the print piece as an integrated package to the plurality of target consumers.
2. The method of claim 1, wherein the prospective event is a birthday.
3. The method of claim 1, wherein the prospective event is a graduation.
4. The method of claim 1, wherein the prospective event is an anniversary.
5. The method of claim 1, wherein the prospective event is a religious event.
6. The method of claim 1, wherein the prospective event is a birth of a child.
7. The method of claim 1, wherein the prospective event is a purchase of a home.
8. The method of claim 1, wherein the prospective event is a purchase of an automobile.
9. The method of claim 1, wherein the prospective event is seeking a new job.
10. The method of claim 1, wherein the prospective event is an upcoming holiday.

11. The method of claim 1, wherein the prospective event is a retirement.
12. The method of claim 1, wherein the prospective event is a celebration.
13. The method of claim 1, further comprising shrink wrapping the integrated package.
14. The method of claim 1, further comprising storing the video on magnetic tape.
15. The method of claim 1, further comprising storing the video on a digital video disk.
16. The method of claim 1, further comprising storing the video on a compact disk.
17. The method of claim 1, wherein the print piece includes a coupon.
18. The method of claim 1, wherein the print piece includes a code.
19. The method of claim 1, wherein the video includes a code.
20. The method of claim 1, wherein the plurality of target consumers is invited to make a purchase from one or more of the plurality of partners.
21. The method of claim 1, wherein the plurality of target consumers is invited to visit a partner's business.
22. The method of claim 21, wherein the partner's business includes a store.

23. The method of claim 21, wherein the partner's business includes a website.
24. The method of claim 1, wherein the plurality of target consumers is invited to claim a prize.
25. The method of claim 1, wherein the plurality of target consumers is directed to a website to claim a prize.
26. An apparatus, comprising:
  - a video including one or more offers from a plurality of partners for a plurality of target consumers selected based on a future event;
  - a print piece including information on participation in the one or more offers;
  - and
  - a label;
  - wherein the video, the print piece, and the label are assembled for delivery to each of the plurality of target consumers.
27. The apparatus of claim 26, wherein the video is stored on a magnetic tape.
28. The apparatus of claim 26, wherein the video is stored on a digital video disk.
29. The apparatus of claim 26, wherein the video is stored on a compact disk.
30. The apparatus of claim 26, wherein the print piece includes a plurality of coupons.
31. The apparatus of claim 26, wherein the print piece includes a code.
32. The apparatus of claim 26, wherein the video includes a code.

33. The apparatus of claim 26, wherein the video includes a second label on a first side and wherein the print piece is placed on a second side and the video and the print piece are shrink wrapped and the label is placed on the shrink wrap for distribution.

34. The apparatus of claim 33, wherein the shrink wrap is clear to provide visibility of the second label.

35. The apparatus of claim 33, wherein the shrink wrap is opaque.

36. A method comprising:  
compiling a list of a plurality of target consumers;  
producing a video including offers from a plurality of partners for an upcoming event common to the plurality of target consumers, such as a birthday or an anniversary;  
generating a print piece providing coupons for redemption by each consumer of the plurality of target consumers;  
generating a label for each consumer of the plurality of target consumers;  
and  
packaging the print piece, the video and the label for distribution to the plurality of target consumers as an integrated package.

37. The method of claim 36, wherein the coupons are adjusted based on information about a particular consumer of the plurality of target consumers.

38. The method of claim 36, further comprising distributing the integrated package to each of the plurality of target consumers.

39. The method of claim 38, further comprising updating a database with consumer selection information from each target consumer responding to the offers.

40. The method of claim 38, wherein a consumer enters a code into a website and wherein the consumer is identified by the code.

41. The method of claim 40, wherein the website adjusts offers made to the consumer based on information in a database.

42. A method, comprising:

participating in generation of a video including one or more offers from a plurality of partners, the one or more offers based on a prospective event;  
participating in generation of a print piece related to the one or more offers;  
participating in packaging of the video with the print piece to create a plurality of packages; and  
participating in distribution of the plurality of packages to a plurality of target consumers, the target consumers identified based on the prospective event.